

Ashton

OIL & TRANSPORTATION CO.

P. O. Box 67 • HEBER CITY, UTAH 84032

December 18, 1970

Chamber of Commerce
Solvang, California

Dear Sir:

It is our understanding that Solvang, California has enacted a total civic image centered around the Danish motif. At this time, a few citizens of Heber City, Utah, a small town located in the scenic Wasatch Mountains, feel our area would do well to consider the adoption of a creative civic image. At the moment, we have little or no direction toward any type of public image motif. We are not considering the Danish style, but the total concept of a civic image seems good for our situation.

Can your office offer information regarding a case history of Solvang since the Danish image was enacted a number of years ago? What problems were faced to sell the total concept of a civic image to the community business leaders? What factors offered the best results in promoting the total Danish Town image for Solvang, California? With the Danish image, did total tourist counts improve for Solvang?

Any information you could offer would be vastly appreciated. All information will be kept confidential if you desire.

Sincerely,

E. M. McLaughlin
E. M. McLaughlin

